

Workshop B4 - Web-based: new insight to address main challenges

Workshop chair:

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Survey response rates are decreasing over the world and travel surveys follow the same tendency. It becomes important to find new ways to encourage participation beyond the traditional expectation that people will respond to official surveys. One way to think about it is to transfer the respondent's burden to the questionnaire designer. The web is an interactive mode of data collection that offers to the respondents the possibility to choose a nice moment to complete the questionnaire and allows to make travel surveys more fun. Propose an on-line survey requires an auto-administrated questionnaire. That's why it's important to work on its attractiveness and its technical feasibility to not discourage potential respondents. The task is particularly complex with regard to the gathering of individual trips. As it is still not recommended to conduct an exclusive Web survey if the aim is to gather representative data from general population, many research explore the combination of several survey modes and devices. One focus of the workshop is to determine under which conditions the use of the Web can increase data quality, especially when multiple media are employed to recruit respondents and collect data.

Papers for oral presentation

- Brittany Chung, Siva Srikukenthiran, Khandker Nurul Habib and Eric J. Miller.
Development of a Web Survey Builder Platform for Household Travel Surveys
- Andres Monzon, Sara Hernandez, Andras Munckasy, Andres Garcia and Guillermo Velazquez.
Improving mobility surveys quality and rate of responses at low cost by combining intercept and web questionnaire methods
- Rosa Arroyo, Tomás Ruiz, Ainhoa Serna and Lidón Mars.
Web-based survey to measuring social interactions, values and attitudes, and travel behavior
- Toon Zijlstra, Krisje Wijgergangs and Sascha Hoogendoorn.
Computer assisted web-interviewing with mixed-devices: threats and opportunities for panel studies

Papers for poster presentation related to workshop

- Mailin Gaupp-Berghausen and Elisabeth Raser.
Evaluating the efficiency of different recruitment methods in a longitudinal survey: Findings from the pan-European PASTA project
- Henry Hernández-Vega, Diana Jiménez-Romero and Mónica Gutiérrez-Barboza.
Electronic Transportation Surveys at the Universidad de Costa Rica: Nesting Many Purposes with One Tool
- Sophie Roux and Jimmy Armoogum.
Profile of computer-assisted web interviewing (CAWI) respondents